

**What is claimed is:**

1           **1.**     A method of establishing a plurality of interrelated virtual electronic sites for  
2 marketing a plurality of products or services, the method comprising the steps of:

3                 selecting an arbitrary word;

4                 appending the arbitrary word to a first and a second product- or service-related word  
5 to create a first and a second site name, each of the first and the second word descriptive of a product  
6 or a service desired to be offered;

7                 establishing a first and a second electronic site, each site accessible via an electronic  
8 communications network, each site offering at least one product or service describable by one of the  
9 first and second words; and

10                creating a linkage between the respective site names and the electronic sites to permit  
11 a user to access an electronic site with the use of the respective site name.

1           **2.**     The method recited in Claim 1, further comprising the steps of:

2                 establishing a central site accessible via the electronic communications network; and

3                 establishing an electronic link from each of the first and the second site to the central

4 site.

1           3.     The method recited in Claim 2, wherein the central site establishing step comprises  
2     setting up a means for at least one of the tasks of taking an order and accepting payment for a product  
3     or a service offered on at least one of the first and the second site.

1           4.     The method recited in Claim 2, wherein the first and the second sites are  
2     electronically linked together, for permitting a user to move between the first and the second sites  
3     and the central site.

1           5.     The method recited in Claim 1, wherein the first and the second sites are  
2     electronically linked together, for permitting a user to move between the first and the second sites.

1           6.     A system for establishing a plurality of interrelated virtual electronic sites for  
2     marketing a plurality of products or services comprising:

3                 a processor;

4                 input means and output means having means for connecting with an electronics  
5     communications network, the input means and the output means in electronic communication with  
6     the processor;

7                 software means resident on the processor having:

8                         means for receiving from the input means an arbitrary word and a first and a  
9     second product- or service-related word, the first and the second word descriptive of a  
10    product or service to be offered;

11 means for appending the arbitrary word with the first and the second product-  
12 or service-related word to create a first and a second site name;

13 means for establishing a first and a second electronic site, each site offering  
14 at least one product or service describable by one of the first and second words, each site  
15 accessible via an electronic network; and

16 means for creating a linkage between the respective site names and the  
17 electronic sites to permit a user to access an electronic site with the use of the respective site  
18 name.

1 7. The system recited in Claim 6, wherein the software further comprises:

2 means for establishing a central site accessible via the electronic communications  
3 network; and

4 means for establishing an electronic link from each of the first and the second site to  
5 the central site.

1 8. The system recited in Claim 7, wherein the central site establishing means comprises

2 means for taking an order and for accepting payment for a product or a service offered on at least one  
3 of the first and the second site.

1           **9.**     The system recited in Claim 7, wherein the software means further comprises means  
2 for electronically linking the first and the second sites together, for permitting a user to move  
3 between the first and the second sites and the central site.

1           **10.**    The system recited in Claim 6, wherein the software means further comprises means  
2 for electronically linking the first and the second sites together, for permitting a user to move  
3 between the first and the second sites.

1           **11.**    A method for locating an online vendor of a product or a service comprising the steps  
2 of:  
3           accessing, via a computer, an electronic network;  
4           devising a compound word comprising a first word descriptive of a desired product  
5 or a service and an arbitrary word appended thereto;  
6           entering the compound word into the network, for attempting to locate an electronic  
7 site adapted to offer the desired product or service;  
8           viewing, via the computer, a result of the compound word entering step; and  
9           if the result comprises a linkage with a site offering the desired product or service,  
10 viewing the site.

1           12.    The method recited in Claim 11, further comprising the steps, following the site-  
2   viewing step, of scanning a plurality of product or service descriptions included in the site and  
3   purchasing a desired product or service.

1           13.    The method recited in Claim 11, wherein the site-viewing step further comprises the  
2   steps of viewing a linkage to a second site offering a related product or service and selecting the  
3   second site to view.

1           14.    The method recited in Claim 11, further comprising the steps, following the site-  
2   viewing step, of:

3                    devising a second compound word comprising a second word descriptive of a second  
4   desired product or a service and the arbitrary word appended thereto;

5                    entering the second compound word into the network, for attempting to locate a  
6   second electronic site adapted to offer the second desired product or service;

7                    viewing, via the computer, a result of the second compound word entering step; and

8                    if the result comprises a linkage with a second site offering the second desired product  
9   or service, viewing the second site.

1           15.    The method recited in Claim 14, further comprising the step, following the second  
2   site-viewing step, of purchasing the desired product or service.